

Eco Home Realtor E-Newsletter

Shades of Green

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→ GOING GREEN?

You've probably noticed that green is everywhere these days--in the news, politics, fashion, and even technology? It's easy to get overwhelmed; it's also simple to begin making a positive impact by understanding that simple actions we make can reduce energy and water waste.

Energy costs will continue to rise along with concerns for our environment, homeowners are looking for innovative ways to save money and live responsibly. The consumer is a lot farther ahead in what they would like in a green home than the market is ready for. These are signs that the green market is strong and will only continue to grow.

Source: Planet Green

GreenBuilding Could Hit \$140 Billion By 2013. The value of green building construction starts was up from \$10 billion in 2005 to \$36-\$49 billion in 2008, and could triple by 2013, reaching \$96-\$140 billion, according to McGraw-Hill Construction's Green Outlook 2009: Trends Driving Change report. The report attributes green building's expansion to growing public awareness, an increase in government regulations, and recognition of bottom-line advantages. Since 2005, the perceived benefits of green building have increased and differentiated as people become more knowledgeable about green building. The decrease in operating costs is the most often cited benefit (13.6%, up from 8-9% in 2005), followed by the increase in building values (10.9%, up from 7.5% in 2005).

Source: Environmental Leader, November 20, 2008

[NAR \(National Association of Realtors\)](#) are involved in various green building issues as well as programs because they believe that green building is important enough to address and will be even more important a year from now.

Source: NAR

→ Term to be Familiar with "Greenwashing"

Greenwashing is the practice of attempting to advertise product to make it appear to be environmentally friendly by using unregulated buzzwords.

In the residential green building world, guilty greenwashers can include builders falsely claiming "green builder" status, manufacturers peddling sub-standard or untested "green" products to contractors, or real estate agents wrongly claiming green status for the homes they work to sell. Homes that may incorporate some green features does not necessarily make a home energy-efficient. Consumers and professionals alike can find themselves victims of greenwashing.



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Avoid the six sins of greenwashing.

1. Sin of the Hidden Trade-Off
2. Sin of No Proof
3. Sin of Vagueness
4. Sin of Irrelevance
5. Sin of Fibbing
6. Sin of the Lesser of Two Evils

Source: Terrachoice

→ How "Green" are You?

Replacing just one 75-watt incandescent bulb with a 19-watt CFL cuts 75 pounds of carbon dioxide emissions per year and up to 750 for the life of the bulb, not to mention the money savings on your energy bill.

Recycling is probably the easiest thing you can do to go green! It even cuts up to 1,000 pounds of annual carbon dioxide emissions that contribute to global warming. Even though you do recycle, you can be even "greener" by choosing products with the least amount of packaging possible and by choosing easily recyclable packaging, like paper or glass; very few municipal recycling programs accept plastics other than those labeled #1 and #2.

Reusable mugs are healthier for you and for the planet, leaving trees in forests where they belong and keeping non-degradable polystyrene out of landfills.

Hand washing dishes can actually use up to 50 percent more water than a water-saving, energy-efficient dishwasher. But before you celebrate, check the date on your dishwasher. Those made before 1994 use more water than current models, so it may be time for an upgrade to an Energy Star-rated model, which is 41% more efficient than the federal standard. Even if you have a brand-new, hyper-efficient model, you can still conserve water and energy. Only run full loads, and don't waste time and water pre-rinsing dishes; new models are equipped to handle even the most stubborn gunk.

Bringing your own bag is the more environmentally responsible choice. In the U.S., petroleum-based plastic bags consume about 12 million barrels of oil annually, and many are not recycled, meaning that they end up in trees and waterways where animals mistake them for food. Paper bags consume four times as much energy to produce as plastic bags and they generate 70 percent more air pollution during manufacture.

Source: greenguide

As your first community EcoBroker Certified Realtor at Rose City Realty, Inc., I would like to invite you to visit my website at www.EcoHomeRealtor.com for a wealth of information on energy-efficiency and environmentally conscious home features.

The impacts of climate change are too great to ignore, and together as a community we must do everything in our power to protect our future.